

PROJECT NUMBER: 4024  
PROJECT TITLE: Japan Product Development  
PROJECT LEADER: C. B. Altizer  
PERIOD COVERED: June, 1988

I. LARK

A. Objective: To maintain the subjective acceptability of the Lark family while retaining the American blended cigarette character.

B. Results: The findings from a PMI (ET 1) test evaluating domestically sourced expanded tobacco as a replacement for LET in the Lark blend were received. As with the Danchi test, no difference was seen between the two products by either Lark Milds or Cabin Milds smokers.

A second PMI (ET 2) test which also included the domestically sourced expanded tobacco with an alternate blend showed Cabin Milds smokers felt the test blend was stronger than the existing one. The results were in agreement with the Danchi findings which were reported on in May.

C. Plans: A phase in of the domestically sourced expanded tobacco, without other blend adjustments, will begin in July.

II. L&M MILDS

A. Objective: Maintain subjective acceptability with the use of a PM USA produced filter.

B. Results: The Danchi panel indicated the PM produced filters with charcoal on white tow were not different from those produced in Europe for Philip Morris Lights and L&M Milds.

C. Plans: Upon depletion of European produced filters, future production for Philip Morris Lights and L&M Milds filters will be by PM USA.

III. PROJECT GLOSS

A. Objective: Develop a subjectively acceptable product which has reduced sidestream visibility.

B. Results: A Danchi panel test comparing three low sidestream models against a Philip Morris Super Lights control was completed. Responses indicate low sidestream papers (magnesium hydroxide or calcium carbonate) decrease sweetness and increase irritation. The models using magnesium hydroxide also increased the perceived strength.

- C. Plans: The strength and irritation comments indicate future models should be designed with tar per puff ratios of one miligram or less.

C  
O  
N  
F  
I  
D